

What is Claimed is:

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1. A DVD comprising:  
a game play including a predetermined outcome, which awards a prize; and  
a DVD medium bearing said game play.
2. A DVD comprising:  
a first digital work;  
a second digital work including one of a first outcome, which awards a prize, and a second outcome, which does not award said prize; and  
a DVD medium bearing said first digital work and said second digital work.
3. A DVD comprising:  
a first digital work;  
a second digital work;  
a third digital work including one of a first outcome, which awards a prize, and a second outcome, which does not award said prize; and  
a DVD medium bearing said first digital work, said second digital work, and said third digital work.
4. The DVD of Claim 3 wherein the second outcome of said third digital work displays said second digital work.
5. A DVD comprising:  
a first digital work;  
a second digital work which is separate and distinct from said first digital work, said second digital work including one of a first outcome, which inhibits said first digital work, and a second outcome, which displays said first digital work; and  
a DVD medium bearing said first digital work, and said second digital work.
6. The DVD of Claim 5 wherein said second digital work is a game play.
7. The DVD of Claim 5 wherein said second digital work is an advertisement.

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8. A method of displaying a work from a DVD, said method comprising:
- storing a first digital work on said DVD;
  - storing a second digital work on said DVD;
  - storing a game play, which is separate and distinct from said second digital work, on said DVD;
  - employing said game play having one of a first outcome and a second outcome; and
  - selectively displaying said second digital work based upon the first outcome of said game play and, otherwise, inhibiting display of said second digital work.
9. A method of awarding a prize with a DVD, said method comprising:
- storing a first digital work on said DVD;
  - storing a second digital work on said DVD;
  - storing a game play on said DVD;
  - employing said game play having one of a first outcome and a second outcome; and
  - selectively awarding a prize based upon the first outcome of said game play, and displaying said second digital work based upon the second outcome of said game play.
10. A method of awarding a prize with a DVD, said method comprising:
- storing a digital work on said DVD;
  - storing a game play having a predetermined outcome on said DVD; and
  - awarding a prize based upon the predetermined outcome of said game play.
11. The method of Claim 10 further comprising:
- employing as said game play at least one of a click and win, a scratch and win, a match and win, a spin and win, a slot machine, and an instant-win.

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12. The method of Claim 10 further comprising:  
storing a commercial associated with said game play on said  
DVD;  
displaying said commercial;  
receiving input during said step of displaying said commercial;  
and  
providing said game play responsive to said input.
13. The method of Claim 12 further comprising:  
employing a first digital work as said digital work on said  
DVD;  
storing a second digital work on said DVD;  
employing said game play having one of a first outcome and a  
second outcome; and  
selectively awarding said prize based upon the first outcome of  
said game play and displaying said second digital work based upon the second  
outcome of said game play.
14. A method of advertising using a DVD, said method  
comprising:  
providing an advertisement including at least one clue on said  
DVD;  
displaying said advertisement and said at least one clue;  
receiving at least one response;  
determining if said at least one response meets a predetermined  
condition;  
providing a game play if said at least one response meets said  
predetermined condition;  
employing said game play having one of a first outcome and a  
second outcome; and  
selectively awarding a prize based upon the first outcome of  
said game play and displaying a digital work based upon the second outcome of said  
game play.

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15. The method of Claim 14 further comprising:  
employing a commercial as said advertisement;  
employing a plurality of clues as said at least one clue; and  
employing a plurality of codes corresponding to said clues.
16. The method of Claim 15 further comprising:  
providing at least one of said clues prior to displaying said commercial.
17. The method of Claim 14 further comprising:  
receiving said at least one response from a DVD controller.
18. The method of Claim 15 further comprising:  
employing a plurality of responses as said at least one response;  
determining if one of said responses was received within a predetermined time after displaying a corresponding one of said clues; and  
providing a corresponding one of said codes if a corresponding one of said responses was within said predetermined time.
19. The method of Claim 18 further comprising:  
continuing to display said commercial.
20. The method of Claim 18 further comprising:  
determining if another one of said responses was received within said predetermined time after displaying another corresponding one of said clues; and  
providing a corresponding one of said codes if another corresponding one of said responses was within said predetermined time.
21. The method of Claim 20 further comprising:  
continuing to display said commercial.
22. The method of Claim 21 further comprising:  
completing display of said commercial.
23. The method of Claim 15 further comprising:  
receiving said codes;  
initiating said game play in response to said codes; and  
awarding said prize in response to the first outcome of said game play.

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24. The method of Claim 14 further comprising:  
awarding at least one of money, a good and a service as said prize.
25. The method of Claim 24 further comprising:  
displaying information related to said prize.
26. The method of Claim 15 further comprising:  
employing a digital work on said DVD;  
receiving said codes;  
initiating said game play in response to said codes; and  
providing access to said digital work on said DVD in response to the second outcome of said game play.
27. The method of Claim 26 further comprising:  
employing at least one of a video, and at least one photograph as said digital work.
28. The method of Claim 14 further comprising:  
employing as said DVD a miniature DVD.
29. The method of Claim 15 further comprising:  
providing at least one of said clues from a source external to said DVD.
30. The method of Claim 29 further comprising:  
employing at least one of a printed advertisement, an Internet advertisement, and an advertisement at a retail store as said source external to said DVD.
31. The method of Claim 29 further comprising:  
employing at least one of a printed advertisement, an audio advertisement, a video advertisement, an Internet advertisement, an advertisement at a retail store, an insert with a product, and a handout with a service as said source external to said DVD.
32. The method of Claim 15 further comprising:  
providing at least one of said codes from a source external to said DVD.

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33. A method of advertising using at least one advertisement and a DVD, said method comprising:

displaying said at least one advertisement;  
associating at least one code with said at least one advertisement;  
receiving said at least one code;  
determining if said at least one code matches at least one predetermined code and responsively providing a game play on said DVD; and  
awarding a prize or displaying a digital work from said DVD based upon said game play.

34. The method of Claim 33 further comprising:  
employing as said at least one advertisement a printed advertisement.

35. The method of Claim 33 further comprising:  
employing as said at least one advertisement an Internet advertisement.

36. The method of Claim 33 further comprising:  
employing as said at least one advertisement an advertisement at a retail store.

37. The method of Claim 33 further comprising:  
employing as said at least one advertisement a plurality of advertisements.

38. The method of Claim 37 further comprising:  
selecting said advertisements from the list comprising a printed advertisement, an Internet advertisement, a video advertisement, an audio advertisement, and an advertisement at a retail store.

39. The method of Claim 33 further comprising:  
providing at least one clue for said at least one advertisement.

40. The method of Claim 39 further comprising:  
displaying said at least one clue.

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41. The method of Claim 33 further comprising:  
displaying at least one clue for said at least one advertisement  
from said DVD.

42. The method of Claim 33 further comprising:  
employing a commercial as said at least one advertisement;  
initiating said game play in response to said at least one code;  
and

awarding said prize in response to said game play.

43. The method of Claim 33 further comprising:  
employing a plurality of codes as said at least one code;  
initiating said game play in response to said codes; and  
awarding said prize in response to said game play.

44. The method of Claim 33 further comprising:  
employing a commercial as said at least one advertisement;  
employing a digital work on said DVD;  
receiving said at least one code;  
initiating said game play in response to said at least one code;  
and  
providing access to said digital work on said DVD in response  
to said game play.

45. The method of Claim 44 further comprising:  
employing at least one of a video; and at least one photograph  
as said digital work.

46. The method of Claim 33 further comprising:  
employing a plurality of codes as said at least one code;  
employing a plurality of advertisements as said at least one  
advertisement; and  
providing a plurality of clues to said codes in said  
advertisements.

47. The method of Claim 46 further comprising:  
providing a final clue as one of said plurality of clues;  
providing a final code as one of said plurality of codes; and

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displaying a final advertisement including said final clue and  
said final code.

48. The method of Claim 47 further comprising:  
receiving said codes;  
initiating said game play in response to said codes; and  
awarding said prize in response to said game play.

49. The method of Claim 47 further comprising:  
employing one of a printed advertisement, an Internet  
advertisement, a video advertisement, an audio advertisement, and an advertisement  
at a retail store as said final advertisement.

50. The method of Claim 33 further comprising:  
renting said DVD; and  
providing an Internet web site to access said at least one code.

51. A method of distributing a DVD, said method comprising:  
employing a DVD with a first digital work and a second digital  
work;  
distributing said DVD;  
displaying said first digital work;  
employing instructions to purchase said second digital work;  
receiving a payment for said second digital work;  
sending a code to access said second digital work in response to  
said payment;

receiving the code to access said second digital work; and  
displaying said second digital work responsive to said code.

52. The method of Claim 51 further comprising:  
displaying an advertisement before receiving said code.

53. The method of Claim 51 further comprising:  
displaying an advertisement after receiving said code.

54. The method of Claim 51 further comprising:  
employing a game play before receiving said code.

55. The method of Claim 51 further comprising:  
employing a game play after receiving said code.

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56. The method of Claim 51 further comprising:  
dialing a "900" telephone number to make said payment.
57. The method of Claim 51 further comprising:  
accessing a web site to make said payment.
58. The method of Claim 57 further comprising:  
paying by credit card to make said payment.
59. The method of Claim 51 further comprising:  
employing an instructional video as said second digital work.
60. The method of Claim 51 further comprising:  
employing a movie as said second digital work.
61. The method of Claim 60 further comprising:  
employing a preview of said movie as said first digital work.
62. A method of awarding a prize with a DVD, said method  
comprising:  
storing a digital work on said DVD;  
storing a first game play on said DVD;  
employing said first game play having one of a first outcome  
and a second outcome; and  
selectively awarding a prize based upon the first outcome of  
said first game play, and providing a second game play based upon the second  
outcome of said first game play.
63. The method of Claim 62 further comprising:  
providing said second game play on a communications  
network.
64. The method of Claim 63 further comprising:  
employing the Internet as said communications network.
65. The method of Claim 63 further comprising:  
collecting demographic information in connection with said  
step of providing said second game play on said communications network.

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66. A method of advertising using a DVD, said method comprising:

providing an advertisement including at least one clue on said DVD;

displaying said advertisement;

displaying said at least one clue;

receiving at least one response associated with said advertisement;

determining if said at least one response meets a predetermined condition;

providing a game play if said at least one response meets said predetermined condition;

employing said game play having one of a first outcome and a second outcome; and

awarding a prize based upon the first outcome of said game play or displaying a digital work based upon the second outcome of said game play.

67. The method of Claim 66 further comprising:

displaying said at least one clue before displaying said advertisement.

68. The method of Claim 66 further comprising:

displaying said at least one clue after displaying said advertisement;

redisplaying said advertisement; and

receiving said at least one response during said step of redisplaying.

69. A method of advertising using a DVD, said method comprising:

providing an advertisement on said DVD;

displaying said advertisement;

displaying at least one question after said step of displaying said advertisement;

receiving at least one response to said at least one question;

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determining if said at least one response is correct;  
providing a game play if said at least one response is correct;  
employing said game play having one of a first outcome and a  
second outcome; and

awarding a prize based upon the first outcome of said game  
play or displaying a digital work based upon the second outcome of said game play.

70. The method of Claim 69 further comprising:  
employing a commercial as said advertisement; and  
employing at least one of said at least one question associated  
with said commercial.

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